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# Vector Tobacco Names Philip Morris Veteran James Taylor Vice President of Marketing and International

NEW YORK--(BUSINESS WIRE)--Sept. 20, 2001--Vector Group Ltd. (NYSE: VGR) announced today that James A. Taylor, a renowned marketing executive with significant tobacco industry experience as a category manager for Marlboro at Philip Morris U.S.A., has joined the Company's Vector Tobacco subsidiary as Vice President of Marketing and International.

Vector Tobacco has developed and is bringing to market less hazardous tobacco products, including a reduced carcinogen cigarette called OMNI, and a nicotine-free cigarette called OMNI Nicotine Free, which also has reduced levels of tobacco specific nitrosamines (TSNAs). Both OMNI products smoke, taste, and burn like a regular cigarette.

"James Taylor is an exceptionally talented marketing executive with years of relevant tobacco experience," said Bennett S. LeBow, Chairman and Chief Executive Officer of Vector Group. "James' market insight and expertise will be i luable to the Vector team as we prepare to launch OMNI this fall and OMNI Nicotine Free this winter."

"This is a fascinating period for the tobacco industry and I am particularly pleased to be joining Vector, which possesses not one, but two innovative technologies that could change the entire smoking landscape in the years to come," said James Taylor.

An Australian national, Mr. Taylor, 43, has significant domestic and international marketing experience, including 12 years with the Philip Morris companies. In addition, Mr. Taylor served as a Director of Marketing at Miller Brewing Company, as a Vice President of Marketing for Labatt Breweries of Canada, and as Vice President of Marketing for Dannon, part of The Danone Group. Most recently, Mr. Taylor served as President of Internet Services for a Boston-based technology company.

Mr. Taylor graduated from University of Glasgow in 1978 with a degree in Economics.

Vector Group is a holding company that indirectly owns Liggett Group Inc., Vector Tobacco and a controlling interest in New Valley Corporation.

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